



Area Safe Communities Coalition (ASCC)
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FOR IMMEDIATE RELEASE

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Contact: Diane Witteman, Mohall Ambulance, 701-756-6183.

**M-L-S School System and the Area Safe Communities Coalition encourages
community members to come together in celebration of
Red Ribbon Week**

Mohall, N.D. – The M-L-S School System and the Area Safe Communities Coalition (ASCC) encourages community members and businesses to come together and participate in Red Ribbon Week, November 14-18, 2011. Red Ribbon Week is the nation's longest running drug prevention program, reaching millions of Americans. The theme for this year's Red Ribbon Week activities is "I Believe in Me...Drug Free."

Local events/activities to help support a healthy and safe environment include the following theme days:

Monday, November 14th: Decoration Day

- Elementary students will be coloring red ribbons and placing them on high school students' lockers.
- M-L-S Student Council members are creating drug-free poster collages to hang around the school.
- Drug-free presentations to grades K-8 in M-L-S-Mohall by Dawn Reule, Training and Research Associate at Rural Crime and Justice Center, Minot State University.
- Show your support by hanging a red ribbon on your car or in your business window all week.
- Coalition will be decorating Main Street with red ribbons.

Tuesday, November 15th: Wear RED Day

- Wear red in support of Red Ribbon Week!

Wednesday, November 16th: Reach-Out Day

- Voice your support for healthy and safe choices.
- Drug-free presentations to grades K-6 in M-L-S-Sherwood School and grades 9-12 in Mohall by Dawn Reule, Training and Research Associate at Rural Crime and Justice Center, Minot State University.
- Parents, ask your children about the educational materials and presentations provided at the school.

Thursday, November 17th: I "Live my NO" by... Day

- Students will participate in a creative writing assignment. They will explain what their passion is and how they "Live their NO."

Friday, October 28th: Team Up Against Drugs Day

- Wear your favorite school or sports jersey.

Red Ribbon Week provides an opportunity for individuals and communities to unite and take a visible stand against alcohol and drug abuse in our community. Initiating a conversation about alcohol and other drugs gives you the opportunity to state your stance on the issues. Community members can show their support by picking up red ribbons to be displayed or worn at all the financial institutes in Mohall, Lansford, and Sherwood. Information about Red Ribbon Week will also be displayed on marquees in Mohall and Lansford and added to grocery bags at local stores.

“The Area Safe Communities Coalition encourages all community members to celebrate and participate in our community Red Ribbon Week events,” said Diane Witteman, Mohall Ambulance. “Red Ribbon Week is the perfect time for our community to collaborate and provide consistent messages about alcohol and drug abuse prevention.”

The majority of community members (93 percent) believe preventing alcohol and drug use among youth is important and 91 percent believe it is possible to reduce alcohol and drug problems through prevention (North Dakota CRS, Region II, 2008).

The North Dakota Department of Human Services’ Division of Mental Health and Substance Abuse Services created a Red Ribbon Week toolkit to assist schools and communities with local alcohol and other drug prevention efforts. The toolkit provides a list of free resources, ideas, youth activities, planning tools, and media templates to kickoff Red Ribbon Week in the community. To request a hardcopy, contact the North Dakota Prevention Resource and Media Center (PRMC) at 701-328-8919 or 1-800-642-6744 or view the toolkit online at <http://www.nd.gov/dhs/services/mentalhealth/prevention/education.html>.

For more information on the local Red Ribbon Week activities, contact Diane Witteman at 701-756-6183 or mohallambulance@srt.com. Visit the ASCC Web site at www.nd.gov/dhs/services/mentalhealth/prevention/mohall.html.

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